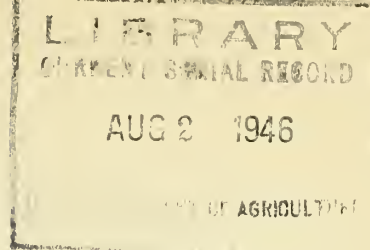


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U. S. Department of Agriculture
June 14, 1946 -- VOLUME XIII



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: F A M I N E C A M P A I G N R O U N D U P :
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(Prepared for the use of U.S.D.A. State Emergency Food Managers in carrying out a coordinated famine emergency program in their States.)

WHEAT SUPPLIES TO REMAIN LIMITED

Supplies of wheat for use in the United States will continue limited throughout the 1946-47 marketing year despite increases in recent estimates of wheat production in this country this year.

Even though a billion bushel crop is forecast, the fourth of this size the country has ever seen, stocks of wheat available this coming year, beginning July 1, will be 275 to 475 million bushels smaller than during the last five years.

Heavy domestic utilization and exports since last July 1 have decreased carryover stocks to their lowest point since 1937. The carryover on July 1 of this year is expected to be about 100 million bushels, which is considerably below the average yearly carryover of about 400 million bushels since 1939.

Demand for wheat abroad will continue in the 1946-47 marketing year, and this country has indicated intentions to export at least 250 million bushels of wheat to aid in feeding the peoples of the world. This will be considerably less than the nearly 400 million bushels expected to be exported during the current marketing year ending July 1. This amount is also far less than preliminary estimates of wheat wanted from the United States.

The estimated production increase over earlier indications will help assure export commitments and at the same time strengthen the possibility of increasing wheat stocks on July 1, 1947, over the low level of July 1 of this year.

The other major exporting countries of Canada, Australia, and Argentina are in much the same position as the United States, with carryovers less than during recent years. Supplies in the Southern Hemisphere countries of Argentina and Australia, in addition, are smaller as a result of below normal crops in December of 1945. Canadian production was also down in 1945, with a resultant decreased supply available for the

1945-46 marketing year. Canadian wheat exports are expected to total about 375 million bushels, leaving a small carryover on August 1, 1946.

Production prospects for 1946 in these countries are difficult to estimate at this time. Canadian seedings are about 13 percent above last year. Argentine soil conditions are favorable for seeding the wheat crop, which will be harvested at the end of the calendar year. Australian wheat acreages will be larger than prewar, and early season conditions are favorable for the crop, also to be harvested late in the year.

European sections report generally satisfactory crop conditions. Early prospects are above 1945 production but still below prewar averages. France, Italy, and Greece show production estimates of 500 million bushels, compared with 355 million a year ago and a 1935-39 average of 600 million bushels. Spain's acreage is the largest in 10 years and is reported good. Prospects in North Africa, normally an exporter but because of crop failures a large importer the last 2 years, are for a crop to fill domestic needs. Crop conditions in Southeastern Europe are good, but rains are urgently needed.

Depleted carryovers in all exporting countries will result in squeezing the various uses of wheat to fill the world's minimum needs. Of the slightly more than one billion bushels expected to be available in this country during the coming year, 250 million is committed for export and the remainder will be used for domestic food, feed industry, and carryover. This would be a decrease from domestic consumption during the last few years.

To help assure the needed wheat stocks, regulations call for milling extraction restrictions, limitations on manufacture of flour for domestic use, prohibitions on the use of wheat and wheat products for beer and alcohol, voluntary conservation program, limitations on use of wheat by feed manufacturers, and set-asides for Government purchase.

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UNRRA REPORTS

***Much of the Polish 1946 grain harvested in the fall months will of necessity be utilized for fall plantings. Short production in 1945 and pressing food needs allowed little carryover for this year's seeding. Even so, seed deficiencies are estimated at 250,000 tons for the autumn period. The grain shortage for use as bread cereal is even more serious. Heavy grain imports will be needed through the remainder of 1946.

Best information is that the current caloric rate for the non self-supplying population is 1,300 calories and is steadily dropping.

***During the last of May, the weekly menu of a normal Viennese consumer was about 2,740 grams of food, or about 12½ ounces daily.

UNRRA says that the daily Viennese ration is "about equal to a good breakfast." Since the middle of February, only a fraction of the children have had a slice of bread before leaving for school, so the half-liter of soup distributed as a school meal is often their first food of the day. Many children are able to follow the lesson only during the first half-hour in the morning and during one or two hours after the school meal.

***The entire population of tiny Albania is going "all-out" in producing food on every foot of available land in that rugged, barren country.

On a tour of Southern Albania, an UNRRA official found several times that officials of the country were in the fields working against the threatened grasshopper plague. He met Dr. Omer Nishani, Praesidium of the republic, with spade in hand, bound for the city outskirts to do some voluntary digging.

***The Austrian Department of Agriculture announced on May 20 that Austrian crops, even under favorable weather conditions, would not supply more than 60 percent of the country's essential food needs. A severe drought in the eastern provinces has ruined nearly 90 percent of the expected grain harvest.

***During the month of May, the UNRRA livestock program for Yugoslavia, Poland and Czechoslovakia moved forward at an increasing rate. Shipments made or scheduled to leave ports before May 31 included: From the Western Hemisphere for Poland, 6,829 horses and mares; for Yugoslavia, 1,340 head of cattle and 1,000 horses and mares; and for Czechoslovakia, 2,425 horses, 1,584 mares and 1,609 head of cattle including 22 bulls. More than 1,700 horses went to Poland from Denmark as part of that country's livestock contribution to UNRRA; and 240 light draft horses, purchased by UNRRA in Northern Ireland, left Belfast for a Polish port. Two UNRRA livestock ships are also standing by to load Brazilian animals for shipment by UNRRA to Europe. Two UNRRA livestock vessels sailed from U. S. ports with 517 mares for Greece.

***Lack of work animals and machinery caused 1.3 million acres of farmland in Hupch province to be untilled up to last fall, according to a Chinese relief official. This year the uncultivated area has already been halved and China is reducing it still further through various forms of agricultural rehabilitation.

One person out of every six of the province's 24 million people is living below subsistence level. Estimates are that 1.6 million people are starving, while another 2.4 million are bordering on starvation.

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THE FOOD TRADES

In its two publications, "Merchandiser" and "Swift Arrow," Swift and Company placed a very attractive appeal before its 66,800 employees. The company also continues to carry emergency food program messages over its Breakfast Club radio program.

The May-June issue of the "Kraftsman," reaching 16,000 employees of the Kraft Foods Company, devotes a full page to "What Can You Do to Conserve Food?" two victory garden boxes, and an editorial emphasizing "there is no substitute for individual effort."

Received from:

- ** General Mills, Inc. -- their very excellent brochure "Young Architects of a Happier World" -- a program for mobilizing the active help of our future citizens to aid in the world food crisis. The booklet sets forth the Clean Plate Club plan being pushed by General Mills particularly through the Jack Armstrong radio program to gain the cooperation of more young people.
- ** The F and E Wholesale Grocery Company of Wichita, Kansas -- a large ad "Live and Help Live" from the Wichita Beacon.
- ** The Vienna Model Bakery, Inc., of Chicago -- copy of a letter to their 1,500 restaurant customers asking them to order less and to conserve. Also, copy of an ad and table tent, "That Little Children May Live."
- ** The Public Service Electric and Gas Company of New Jersey -- copy of the banner "How to Help the Hungry?" being used on 3,500 busses of the State, and copy of their Home Economics News with a double-page spread of recipes emphasizing "Waste Not That Others May Want Not." This company also is using 3 x 4 foot placards on the outside of their busses.

On behalf of the Food Advisory Committee of Bethel, Vt., the Vermont Retail Grocers Association has printed and distributed 1,000 copies of a "Save Lives" poster. This advocates a 5-point program, and is printed and distributed by the New Hampshire Food Industry -- Food Advisory Committee.

The Pullman Company has been added to the list of industry contributors and cooperators. To appear soon for a 2 or 3 week period is a printed program message that will be carried in the regular bulletin-holders of Pullman cars.

The Epley Hotel Company of Omaha, Nebr., is spreading the famine emergency message by varied uses of the theme "Starve the Garbage Can and Save Lives!" -- in a double-page spread editorial in their employees magazine, and on a cardboard banner. Also a message and the "Help" emblem appear conspicuously on Hotel Fontenelle menus.

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: NEWS DEVELOPMENTS :
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Secretary Clinton P. Anderson, speaking at a food rally sponsored by the Famine Emergency Committee, said that the American people cannot ship their grain and "eat it too."

"When you reach for a loaf of bread and it isn't there, you can be sure that some hungry person has that much more to stave off starvation," Secretary Anderson stated.

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Australia's latest wheat crop estimate is 140 million bushels -- about 20 million bushels below normal and equal to the average of 1939-44.

Of this 1945-46 crop, 16 million bushels will be retained on farms, 60 million bushels consumed locally, and 56 million bushels exported. Wheat shipments began going overseas in January.

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Food rations per person in Austria are being raised from 950 calories to about 1,200 in June, General Mark W. Clark reported June 11. To permit the increase, the American forces contributed 17,100 tons of food stocks from military supplies to UNRRA, and the Russians gave 7,500 tons.

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Claire L. Chennault, retired Army Air Forces major general of the Flying Tigers, will return to China next month to organize an airline to carry food into famine areas. He said his airline would function under contract with China's National Rehabilitation and Relief Association.

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Major Leo Freedman, Fort Dix, N.J., food service conservation officer, said June 9 that sufficient bread to feed a town of 20,000 population for one week has been saved during May in the 22 mess halls on the post.

Major Freedman said that flour and bread were being saved by using corn bread for three dinners a week, baking pies without top crust, and making large sheet pans of pies from which 80 to 100 cuts can be taken.

Bread rations at the post were cut as of June 1 from 12 to 9 pounds per 100 men per meal, a saving of 25 percent in total bread consumption.

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Displayed on the wall of the ward room of one of the Nation's largest and newest battleships, the U.S.S. South Dakota, docked at the Philadelphia Navy Yard, is this sign:

SAVE FOOD. DON'T TAKE
MORE THAN YOU WANT.
THE LESS WE USE,
THE MORE FOR THE STARVING.

* * * *

: _____ :
: ACTION :
: _____ :

Conservation in England

Letters from England now bear this cancellation stamp:

DON'T
WASTE BREAD
OTHERS NEED IT

But that isn't the only conservation plug the envelopes contain. Since actions speak louder than words, many of these envelopes are used twice to conserve paper. The London Times does it this way: A flap is pasted over the old address, bent over the top of the envelope, and sealed down on the other side.

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Community Canning Fact Sheet

Attached will be found a copy of the Community Canning Fact Sheet. Separate instructions are put out on this subject since the statement on home food preservation did not go into detail on setting up and running a Community Canning Center.

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Victory Gardens and Home Food Preservation

With the accent now on replanting and replanting, and then storing for winter use whatever can't be eaten fresh, a National Home Food Preservation Week is being planned for sometime in July. President Truman, Secretary Anderson, and many other top officials will issue statements to kick-off what is expected to be the greatest canning, freezing, drying, brining, and storing year in history. It's all to be tied up with releasing other types of food for shipment abroad, and assuring ourselves of an adequate diet next winter. "Naborhood Canning Bees" are being talked up by the Red Cross, where they will offer help from local nutrition committees.

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Little Station Does Big Job

WNYC, New York, is doing a big Famine Emergency job. Beginning June 6, they inserted 5-minute famine drama spots during intermission of the Carnegie Hall concerts. Each week they put out a packet of Public Service Announcements, many of them devoted to the Famine Emergency Program. WNYC also gives much time to FEC speakers each week.

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The Women

America's First Lady, Mrs. Bess Truman, signed the Pledge of the American Housewife this week, thus actively cooperating with the President's Famine Emergency Committee.

First point in the pledge is: "I will do my utmost to conserve any and all foodstuffs which the starving millions of the world need today so desperately."

Seven Congresswomen joined the First Lady in signing the pledge to start off a campaign to enlist 30 million American housewives in the war against wasted food.

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Mrs. Frances Howe Satterlee, Vice-President and Manager, Consumer interests of Minneapolis, has recently been appointed co-chairman on the Mayor's Food Emergency Committee. The committee has ordered additional copies of the CONSUMERS' GUIDE FAMINE issue for distribution in their "Save Food Pledge" booths throughout the city.

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Miss Arsanian M. Williams, Chairman of the National Association of Colored Women, Inc., which is sponsoring a Golden Jubilee in Washington, July 27-August 8, has expressed her appreciation of the "helpful participation" PMA has given in arranging a Famine Emergency forum for their national convention. USDA speakers will participate. Famine films will be shown and materials will be distributed.

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The National Federation of Business and Professional Women's Clubs, Inc., reports a good response from letters which their president, Miss Margaret A. Hickey, issued, urging cooperation in the Famine Emergency Program.

The Utica, N. Y., Inter-Club Council issued a newsletter to member organizations on May 14 announcing their Food Emergency Campaign and listing names of officers who would be in charge.

Miss Elizabeth Odanes who conducts the Household Chats Program on WIBX and who is a member of BFNC (Utica) uses Famine Emergency materials regularly on her programs.

Miss Betty Lois Young of Scruggs-Vandervoort-Barney, Inc., St. Louis, Mo., is serving as Chairman of the organization's Famine Emergency Committee.

The group represents home service, advertising, tea rooms, industrial feeding, and experimental organizations, and ideas on food conservation are passed along to the public daily. One newsletter explained Secretary Anderson's 6-Point Conservation Program and gave suggestions for reducing the use of wheat products and fats in menus.

The Minnesota Clubwoman carried two articles on the Famine Emergency Program. The final paragraph in the one written by Mrs. Samuel A. Rask, Chairman of Agriculture, Minnesota Federation of Women's Clubs, says:

"We've been living -- since Pearl Harbor -- in a period of campaigns, drives, slogans. BUT THIS IS MORE THAN A CAMPAIGN. It is a voluntary program of saving lives. It is truly a righteous approach to the idea of brotherhood among men. In an atomic era, unless we have that brotherhood, we cannot hope to survive."

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Cincinnati Consumer Conference News calls attention to the Famine Emergency Committee's suggested 39 ways to save food and asks how many are being practiced in the homes of members.

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Southern California was the scene of a lively famine emergency program meeting recently, sponsored by the Home Economics Association. The complete famine program was planned by the Home Economists in Business (California branch).

Speakers included Richard J. Werner, Manager of the California Dairy Industry Advisory Board, who told of his personal experiences while serving in the Army and the starvation of European peoples; E. H. Spoor, State Director of the Production and Marketing Administration, who showed why wheat is the logical food to conserve and ship overseas; and Sara Cina, Swift and Company nutrition expert, who talked on "Share a Meal" and demonstrated recipes that use products other than wheat flour.

Members of Pittsburgh's group of Home Economics in Business have started a series of lectures dealing with the famine emergency program, to reach every organized women's group in the city.

They have also obtained promises from two radio stations to publicize the Famine Emergency in all programs. One member of the club, Evelyn Gardiner, has included it in her script for her daily radio programs.

Other members of the group contact Pittsburgh housewives about the need of conserving food, and ways of doing so. The home economists also send out recipes charted for use of plentiful foods, and conservation of critical foodstuffs.

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Local Initiative

New Hampshire. A survey showed a drop in bread sales through the State of 5 to 15 percent -- "in addition to the 10-percent weight reduction previously effected." No appreciable change reported in sale of pastries.

Indiana. Members of two Indianapolis churches replaced their regular Sunday dinner with a 500-calorie meal. At each family table was an empty chair -- for the imaginary guest, symbolic of the hungry and starving.

Minnesota. More than 27,000 grade school children are now members of the State-wide "Famine Fighters" clubs.

Iowa reports that "cafes and restaurants are cooperating better and better as they understand the need more fully." This is characteristic of comments from several States.

North Dakota. A Chamber of Commerce committee in Fargo is spearheading a drive to urge housewives to sign food conservation pledges.

Maryland. A Baltimore poll revealed that 55 percent of the residents were going along with the mayor's request to eat breadless dinners on Tuesdays and Thursdays.

Texas. More than 1,300,000 bushels of wheat came in during the recent drive, compared with a quota of 500,000 bushels.

Georgia. A recipe contest, aimed at saving wheat and fats, is getting "a large amount of publicity." Sponsored by Savannah Gas Company.

Utah. A returned veteran, featured on radio, told of hollow-eyed, shrunken Italian children he had seen in Foggia, many of them with running sores due to inadequate diets.

Massachusetts. A brewing company has given over advertising space in Boston papers to complete outline of food-saving campaign.

New Jersey. Town of Summit sponsoring a famine exhibit contest for local organizations. Thirty stores have given over window space to the project. More than 800 banks through State now displaying the President's famine poster, courtesy of the cooperation of the Bankers' Association and Newark Clearing House.

New Mexico. San Juan county plans to give FFA boys and 4-H club members special instruction in culling herds and flocks "in order to bring about a widespread knowledge among farmers."

Missouri. State penitentiary reports cut of 36.6 percent in flour use. One church serving meal composed of a lone bowl of soup, with other food normally on the menu going to famine drive.

Virginia. Forty-seven of the State's counties report an average saving of 15 percent in fats and oils, 24 percent in wheat products.

Oregon. Episcopal churches revived the ancient ritual of blessing the crops in outdoor ceremonies, thus drawing press, radio, and large crowds. Six Portland housewives -- "famine diet volunteers" -- are on a 2-day-per-week, low-calorie diet. They've been joined by a local news reporter.

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Life magazine is said to be planning a spread on food conservation activities in Summit, N. J.,

Among a wide range of recent activities was a bang-up parade. During rush hours at local markets, 'teen agers march in front of each store encased in sandwich boards which proclaim food-saving themes. The mayor has ordered all garbage trucks to carry streamers urging housewives, "Don't Fill Me."

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Large-City Committees

A memorandum issued June 14 to all committee chairmen emphasizes the importance of enlisting the help of the youth of the community in the famine emergency campaign. Specific work of the WASHINGTON, D. C. and MILWAUKEE Committees is cited as examples of what can be done.

From SEATTLE comes word that there has been a decrease of 25 percent in garbage collections in the city.

LOUISVILLE, KY. -- A famine-relief bulletin (June 10 issue) to be mailed to all committeemen covers the program scheduled for June, including window displays, full-page advertising, street booths and pledges, hand bills, and sermons in churches and synagogues. To be scheduled are billboard displays, showing of films, radio interviews, luncheon-club and opera speakers. The Speakers' Committee has 40 on its list. A bulletin "Will You Give That They May Live" was designed by Information and Literature Committee and financed by the Miller Paper Company, Multigraph Sales Company, and Varityper Sales Company. "Housewives Pledge" and "I Share" tag are furnished by the Retail Merchants Association.

MONTCLAIR, N. J. -- Definite results reported of work with the press, radio, schools, restaurants, clubs, churches, local merchants and Business Men's Association.

Chairman Sherman Wise of the BALTIMORE Committee reports more victory gardens than at any time during war years -- with emphasis now turning to home food preservation. He also states that the Maryland Restaurant Association and the Hotel Men's Association have adopted a stringent program of wheat conservation by observing two wheatless meals, on Tuesday and Thursday of each week, plus the serving of no bread or rolls at any of the other evening meals of the week, except on request of customer.

Chairman Robertson of DES MOINES, reports: Cooperation of restaurants, hotels, and clubs, contacting youth groups, circularizing of Ministerial Association members, conducting public schools program, and undertaking to have 30,000 Des Moines homemakers sign "The Pledge of the American Housewives."

From MILWAUKEE, where Chairman Seamen and Publicity Director Barkin have been doing a top-notch job, a quarter million small 2-color leaflets have been printed for personal distribution by Boy Scouts and other youth groups to every home in the city. Youth Committee has developed detailed program of publicity and educational activities for summer months and contemplates using the 55 playgrounds and the story-of-the-hour and slogan contest for stimulating interest.

One of the local hotels asks everyone to "Share a Meal and Save a Life" on its over-the-marquee sign. Mimeographed kit of questions and answers and quotes have been developed for use by the Council of 70 members and others working on the program. A letter has gone forward to all religious groups. Posters being developed for busses and streetcars. Local YWCA is devoting inside front cover to "Food for One World" appeal.

The WISCONSIN Restaurateur devotes front cover to "Share a Meal - Save a Life" emblem. This Committee has had excellent cooperation on publicity and advertising.

WASHINGTON, D. C. Committee, in cooperation with the Washington Post, printed and distributed 3 posters using Post cartoons; posters displayed in schools, theater lobbies, and public buildings.

DALLAS has been especially active in backing the famine campaign. One Dallas daily has started a daily front-page box with the heading, "Help Feed the Starving."